

APPENDIX C

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SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR  
ASSOCIATING DYNAMICALLY GENERATED WEB PAGE CONTENT  
WITH WEB SITE VISITORS

Field of the Invention

The present invention relates generally to web pages and, more particularly, to web pages containing dynamically generated content.

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Background of the Invention

The Internet is a worldwide decentralized network of computers having the ability to communicate with each other. The Internet has gained broad recognition as a viable medium for communicating and interacting across multiple networks. The World Wide Web (Web) was created in the early 1990's, and is comprised of server-hosting computers (web servers) connected to the Internet that have hypertext documents or web pages stored therewithin. Web pages are accessible by client programs (i.e., web browsers) utilizing the Hypertext Transfer Protocol (HTTP) via a Transmission Control Protocol/Internet Protocol (TCP/IP) connection between a client-hosting device and a server-hosting device.

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Specific to the Web, a web server is a computer program (housed in a computer) that serves requested web pages and files. A web client is a requesting program associated with a user. A web browser is an exemplary web client for use in requesting web pages and files from web

servers.

A web site is conventionally a collection of web pages and files related to a particular subject that includes a beginning file called a home page. A large web site may reside on a number of geographically-dispersed web servers. The web site of the International Business Machines Corporation (www.ibm.com), for example, consists of thousands of web pages and files spread out over various web servers in locations world-wide.

As is known to those skilled in this art, a web page is conventionally formatted via a standard page description language such as HyperText Markup Language (HTML), and typically displays text and graphics, and can play sound, animation, and video data. HTML provides basic document formatting and allows a web content provider to specify hypertext links (typically manifested as highlighted text) to other web servers and files. When a user selects a particular hypertext link, a web browser reads and interprets an address, called a Uniform Resource Locator (URL) associated with the link, connects the web browser with the web server at that address, and makes an HTTP request for the file identified in the link. The web server then sends the requested file to the client in HTML format which the web browser interprets and displays to the user.

Exemplary web browsers include Netscape Navigator® (Netscape Communications Corporation, Mountain View, CA) and Internet Explorer® (Microsoft Corporation, Redmond, WA). Web browsers typically provide a graphical user interface for retrieving and viewing information, applications and other resources hosted by web servers.

In the business world of yesteryear, shopkeepers often knew their customers by name. Typically, a shopkeeper knew his/her customers' preferences with respect to the products and services offered by the shopkeeper. By knowing information about his/her customers' preferences, a

shopkeeper could more adequately meet customer needs and ensure greater business success. For the same reason today, web site owners would like to learn about the preferences of their customers. Unfortunately, web site owners typically do not personally know customers who access their web site via the Internet.

Many web pages contain dynamically generated content. Dynamically generated content allows web site owners to manipulate the location of content within a web page for various purposes. It would be desirable to collect information about the effectiveness of content location each time a web visitor visits a web site, for example by measuring the length of time a visitor views particular content within a web page. By knowing this type of information, a web site owner can determine the efficacy of content presentation on the web site, and can tailor content to particular users. Unfortunately, current web servers may not have the ability to collect information about the content that a web site visitor views.

#### Summary of the Invention

In view of the above discussion, it is an object of the present invention to facilitate personalized content delivery to web site visitors.

It is another object of the present invention to enhance the efficacy of information delivery to web site visitors.

It is another object of the present invention to facilitate collecting information about the preferences of web site visitors.

These and other objects of the present invention are provided by systems, methods and computer program products for associating dynamically generated web page content with a user who requests a web page from a web

server. Upon receiving a user request for a web page via a web client in communication with the web server, a web server records the user request within a web server log. The requested web page is then dynamically generated using a  
5 template for the requested web page and one or more content objects. Exemplary content objects include, but are not limited to, text files, audio files, video files, image files, and hyperlinks. Each content object has a respective unique identifier associated therewith. The stored record of  
10 the user request is then appended with each identifier for respective content objects included within the displayed web page.

The present invention is advantageous because a plurality of stored user request records appended with  
15 content object identifiers, according to the present invention, can be analyzed to determine the type of content a user views as well as the time spent viewing the content. Furthermore, the efficacy of certain content within a viewed web page can be determined via the present invention. For  
20 example, if particular content is generally ignored by users (e.g., users do not follow hyperlinks contained within the content), a web site owner can relocate or reformat the particular content.

The present invention stems from the realization  
25 that requests for web pages made by a web site visitor are conventionally accompanied by some type of user information, such as who the visitor is, the visitor's location, the type of web browser utilized, a time stamp, and the like. This user information is conventionally stored within a web  
30 server log file. Unfortunately, user information provided with a web page request may not provide a web site owner with relevant information about a visitor's preferences. Unless visitors are requested to fill out a form detailing their preferences, web site owners typically do not have a  
35 way of gathering such information about their web site

visitors.

### Brief Description of the Drawings

5        Fig. 1 schematically illustrates operations according to the present invention for associating dynamically generated web page content with users requesting web pages from a web server.

10       Fig. 2 schematically illustrates a system in which the present invention can be implemented.

### Detailed Description of the Invention

15       The present invention now is described more fully hereinafter with reference to the accompanying drawings, in which preferred embodiments of the invention are shown. This invention may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein; rather, these embodiments are provided so that this disclosure will be thorough and complete, and will fully convey the scope of the invention to those skilled in the art. Like numbers refer to like elements throughout.

20       As will be appreciated by one of skill in the art, the present invention may be embodied as a method, data processing system, or computer program product. Accordingly, the present invention may take the form of an entirely hardware embodiment, an entirely software embodiment or an embodiment combining software and hardware aspects.

25       Furthermore, the present invention may take the form of a computer program product on a computer-usable storage medium having computer-usable program code means embodied in the medium. Any suitable computer readable medium may be

30       utilized including hard disks, CD-ROMs, optical storage devices, or magnetic storage devices.

Computer program code for carrying out operations of the present invention is preferably written in an object

oriented programming language such as JAVA®, Smalltalk or C++. However, the computer program code for carrying out operations of the present invention may also be written in conventional procedural programming languages, such as the "C" programming language. The program code may execute entirely on the user's computer, as a stand-alone software package, or it may execute partly on the user's computer and partly on a remote computer. In the latter scenario, the remote computer may be connected to the user's computer through a LAN or a WAN, or the connection may be made to an external computer (for example, through the Internet using an Internet Service Provider).

The present invention is described below with reference to flowchart illustrations of methods, apparatus (systems) and computer program products according to an embodiment of the invention. It will be understood that each block of the flowchart illustrations, and combinations of blocks in the flowchart illustrations, can be implemented by computer program instructions. These computer program instructions may be provided to a processor of a general purpose computer, special purpose computer, or other programmable data processing apparatus to produce a machine, such that the instructions, which execute via the processor of the computer or other programmable data processing apparatus, create means for implementing the functions specified in the flowchart block or blocks.

These computer program instructions may also be stored in a computer-readable memory that can direct a computer or other programmable data processing apparatus to function in a particular manner, such that the instructions stored in the computer-readable memory produce an article of manufacture including instruction means which implement the function specified in the flowchart block or blocks.

The computer program instructions may also be loaded onto a computer or other programmable data processing

apparatus to cause a series of operational steps to be performed on the computer or other programmable apparatus to produce a computer implemented process such that the instructions which execute on the computer or other programmable apparatus provide steps for implementing the functions specified in the flowchart block or blocks.

Referring now to Fig. 1, operations according to the present invention for associating dynamically generated web page content with a user who requests a web page from a web server are illustrated. Initially, a web server receives a user request for a web page via a web client in communication with the web server (Block 100). A record of the user request is stored within a web server log (Block 200). The web server then dynamically generates the requested web page using a template and one or more content objects (Block 300). Each content object used to generate the requested web page has a unique identifier associated therewith. The generated web page is then served to the web client (Block 400). The unique identifier for each content object included within the served web page is appended to the stored user request record (Block 500). Each time a user requests additional content, the respective identifiers associated with the content objects are appended to a respective user request record. Because time stamps are conventionally a part of a user request record, the time a user spends viewing particular content can be determined. [PLEASE EXPLAIN IN A LITTLE MORE DETAIL HOW THE LENGTH OF TIME A USER VIEWS CONTENT IS DETERMINED.]

Stored records of user requests can then be analyzed to determine user preferences with respect to web page content (Block 600). The type of content a user views as well as the time spent viewing the content can provide insight into the preferences of a user. Furthermore, the efficacy of certain content within a viewed web page can be determined via the present invention. For example, if

particular content is generally ignored by users (e.g., users do not follow hyperlinks contained within the content), a web site owner can relocate or reformat the particular content.

5                   Referring now to Fig. 2, a system within which the present invention may be implemented is schematically illustrated. A web client 10 is in communication with a web server 12 via a computer network, such as the Internet 14. The web server 12 includes a logging facility 16 for storing  
10 records of user requests for web pages. Web server logging facilities are well understood by those skilled in this art and need not be described further herein.

                  The web server 12 is configured to dynamically generate a requested web page 30 using a template 18 and one  
15 or more web page content objects. The template 18 defines the layout of content objects within the web page 30 when displayed within a web client (i.e., web browser). Each element of a web page, including, but not limited to, divisions, sections, headings, paragraphs, images, lists,  
20 tables, and hyperlinks, may be a content object. In addition, a content object may include audio and video files. The illustrated template 18 includes a plurality of fields 17a-17e that indicate where a respective content object is to be displayed within a generated web page.

25                   In the illustrated embodiment, content objects are stored within a database 19 that is accessible by the web server 12. However, it is to be understood that content objects 20 can be stored in a file system, as well. When a user request is received for the web page 30, the web server  
30 12 retrieves the template 18 and content objects and generates the web page 30. Dynamic generation of web pages using templates and content objects is known to those skilled in this art and need not be described further herein.

35                   Each content object 20 in the generated web page



30 has a unique identifier (1-5) associated therewith, as illustrated. Content objects are preferably assigned a unique identifier prior to receiving a request for a web page. This facilitates saving processor time and speed during run time when web pages are dynamically generated. Preferably a unique identifier is generated using a hashing function. As is known by those skilled in this art, hashing is the transformation of a string of characters into a usually shorter fixed-length value or key that represents the original string. A well known hashing function that is particularly suitable for generating unique identifiers for content objects is the Message Digest 5 (MD5) hashing function. MD5 was authored by Ronald L. Rivest, Massachusetts Institute of Technology, Laboratory for Computer Science, Cambridge, MA, and is described in the Network Working Group Request for Comments 1321 (RFC 1321), April, 1992, which is incorporated herein by reference in its entirety.

The foregoing is illustrative of the present invention and is not to be construed as limiting thereof. Although a few exemplary embodiments of this invention have been described, those skilled in the art will readily appreciate that many modifications are possible in the exemplary embodiments without materially departing from the novel teachings and advantages of this invention. Accordingly, all such modifications are intended to be included within the scope of this invention as defined in the claims. In the claims, means-plus-function clause are intended to cover the structures described herein as performing the recited function and not only structural equivalents but also equivalent structures. Therefore, it is to be understood that the foregoing is illustrative of the present invention and is not to be construed as limited to the specific embodiments disclosed, and that modifications to the disclosed embodiments, as well as other embodiments,

are intended to be included within the scope of the appended claims. The invention is defined by the following claims, with equivalents of the claims to be included therein.

THAT WHICH IS CLAIMED IS:

1. A method of associating dynamically generated web page content with a user who requests a web page from a web server, wherein the user makes the web page request via a web client in communication with the web server, the method comprising the following steps performed by the web server:

5 storing a record of the user request within a web server log;

generating the requested web page, wherein the generated web page includes a content object having a unique identifier associated therewith;

10 serving the generated web page to the web client;

and

appending the stored record of the user request with the unique identifier associated with the content object included within the generated web page.

15

2. A method according to Claim 1 wherein the record of the request includes information that identifies the user.

3. A method according to Claim 1 wherein the step of generating the requested web page comprises the steps of:

retrieving a layout template for the requested web page, wherein the layout template defines how content objects are displayed within the requested web page;

5 retrieving the content object; and

combining the content object and the layout template to produce the requested web page.

4. A method according to Claim 3 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

5. A method according to Claim 1 wherein the unique identifier associated with the content object is generated by a hashing function.

6. A method according to Claim 1 further comprising the step of analyzing a plurality of stored user request records to determine web content preferences of a user.

7. A method of associating dynamically generated web page content with a user who requests a web page from a web server, wherein the user makes the web page request via a web client in communication with the web server, the method comprising the following steps performed by the web server:

storing a record of the user request within a web server log;

generating the requested web page, wherein the generated web page includes first and second content objects having respective unique first and second identifiers associated therewith, comprising the steps of:

retrieving a layout template for the requested web page, wherein the layout template defines how content objects are displayed within the requested web page;

retrieving the first and second content objects; and

combining the first and second content objects and the layout template to produce the requested web page;

serving the generated web page to the web client;  
and

25        appending the stored record of the user request  
with the first and second identifiers associated with the  
first and second content objects included within the  
generated web page.

8.       A method according to Claim 7 wherein the  
record of the request includes information that identifies  
the user.

9.       A method according to Claim 7 wherein the  
first and second content objects are selected from the group  
consisting of text files, audio files, video files, image  
files, and hyperlinks.

10.      A method according to Claim 7 further  
comprising the step of analyzing a plurality of stored user  
request records to determine web content preferences of a  
user.

11.      A method of collecting information about the  
preferences of web site visitors comprising the step of:  
         associating dynamically generated web page  
content with a user who requests a web page from a web  
5       server via a web client in communication with the web  
server.

12.      A method according to Claim 11, wherein the  
step of associating dynamically generated web page content  
with a user comprises the following steps performed by the  
web server:  
5        storing a record of the user request within a web  
server log;  
         generating the requested web page, wherein the

generated web page includes a content object having a unique identifier associated therewith;

10

serving the generated web page to the web client;

and

appending the stored record of the user request with the unique identifier associated with the content object included within the generated web page.

13. A method according to Claim 11 wherein the record of the request includes information that identifies the user.

14. A method according to Claim 11 wherein the step of generating the requested web page comprises the steps of:

5 retrieving a layout template for the requested web page, wherein the layout template defines how content objects are displayed within the requested web page;

retrieving the content object; and

combining the content object and the layout template to produce the requested web page.

15. A method according to Claim 14 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

16. A method according to Claim 11 wherein the unique identifier associated with the content object is generated by a hashing function.

17. A method according to Claim 11 further comprising the step of analyzing a plurality of stored user request records to determine web content preferences of a user.

18. A system for associating dynamically generated web page content with a user who requests a web page from a web server, wherein the user makes the web page request via a web client in communication with the web server, comprising:

means for storing a record of the user request within a web server log;

means for generating the requested web page, wherein the generated web page includes a content object having a unique identifier associated therewith;

means for serving the generated web page to the web client; and

means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated web page.

19. A system according to Claim 18 wherein the record of the request includes information that identifies the user.

20. A system according to Claim 18 wherein the means for generating the requested web page comprises:

means for retrieving a layout template for the requested web page, wherein the layout template defines how content objects are displayed within the requested web page;

means for retrieving the content object; and

means for combining the content object and the layout template to produce the requested web page.

21. A system according to Claim 20 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

22. A system according to Claim 18 wherein the

unique identifier associated with the content object is generated by a hashing function.

23. A system according to Claim 18 further comprising means for analyzing a plurality of stored user request records to determine web content preferences of a user.

24. A system for associating dynamically generated web page content with a user who requests a web page from a web server, wherein the user makes the web page request via a web client in communication with the web server, comprising:

means for storing a record of the user request within a web server log;

means for generating the requested web page, wherein the generated web page includes first and second content objects having respective unique first and second identifiers associated therewith, comprising:

means for retrieving a layout template for the requested web page, wherein the layout template defines how content objects are displayed within the requested web page;

means for retrieving the first and second content objects; and

means for combining the first and second content objects and the layout template to produce the requested web page;

means for serving the generated web page to the web client; and

means for appending the stored record of the user request with the first and second identifiers associated with the first and second content objects included within the generated web page.



25. A system according to Claim 24 wherein the record of the request includes information that identifies the user.

26. A system according to Claim 24 wherein the first and second content objects are selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

27. A system according to Claim 24 further comprising means for analyzing a plurality of stored user request records to determine web content preferences of a user.

28. A system for collecting information about the preferences of web site visitors comprising:

5 means for associating dynamically generated web page content with a user who requests a web page from a web server via a web client in communication with the web server.

29. A system according to Claim 28, wherein the means for associating dynamically generated web page content with a user comprises:

5 means for storing a record of the user request within a web server log;

means for generating the requested web page, wherein the generated web page includes a content object having a unique identifier associated therewith;

10 means for serving the generated web page to the web client; and

means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated web page.

30. A system according to Claim 28 wherein the record of the request includes information that identifies the user.

31. A system according to Claim 28 wherein the means for generating the requested web page comprises:

5 means for retrieving a layout template for the requested web page, wherein the layout template defines how content objects are displayed within the requested web page;  
means for retrieving the content object; and  
means for combining the content object and the layout template to produce the requested web page.

32. A system according to Claim 31 wherein the content object is selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

33. A system according to Claim 28 wherein the unique identifier associated with the content object is generated by a hashing function.

34. A system according to Claim 28 further comprising means for analyzing a plurality of stored user request records to determine web content preferences of a user.

5 35. A computer program product for associating dynamically generated web page content with a user who requests a web page from a web server, wherein the user makes the web page request via a web client in communication with the web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

computer readable program code means for storing  
10 a record of the user request within a web server log;

computer readable program code means for  
generating the requested web page, wherein the generated web  
page includes a content object having a unique identifier  
associated therewith;

15 computer readable program code means for serving  
the generated web page to the web client; and

computer readable program code means for  
appending the stored record of the user request with the  
unique identifier associated with the content object  
20 included within the generated web page.

36. A computer program product according to  
Claim 35 wherein the record of the request includes  
information that identifies the user.

37. A computer program product according to  
Claim 35 wherein the computer readable program code means  
for generating the requested web page comprises:

5 computer readable program code means for  
retrieving a layout template for the requested web page,  
wherein the layout template defines how content objects are  
displayed within the requested web page;

computer readable program code means for  
retrieving the content object; and

10 computer readable program code means for  
combining the content object and the layout template to  
produce the requested web page.

38. A computer program product according to  
Claim 37 wherein the content object is selected from the  
group consisting of text files, audio files, video files,  
image files, and hyperlinks.

39. A computer program product according to Claim 35 wherein the unique identifier associated with the content object is generated by a hashing function.

40. A computer program product according to Claim 35 further comprising computer readable program code means for analyzing a plurality of stored user request records to determine web content preferences of a user.

41. A computer program product for associating dynamically generated web page content with a user who requests a web page from a web server, wherein the user makes the web page request via a web client in communication  
5 with the web server, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

10 computer readable program code means for storing a record of the user request within a web server log;

computer readable program code means for generating the requested web page, wherein the generated web page includes first and second content objects having  
15 respective unique first and second identifiers associated therewith, comprising:

computer readable program code means for retrieving a layout template for the requested web page, wherein the layout template defines how content objects are displayed within the  
20 requested web page;

computer readable program code means for retrieving the first and second content objects;  
and

25 computer readable program code means for combining the first and second content objects and the layout template to produce the requested

web page;

computer readable program code means for serving the generated web page to the web client; and

30

computer readable program code means for appending the stored record of the user request with the first and second identifiers associated with the first and second content objects included within the generated web page.

42. A computer program product according to Claim 41 wherein the record of the request includes information that identifies the user.

43. A computer program product according to Claim 41 wherein the first and second content objects are selected from the group consisting of text files, audio files, video files, image files, and hyperlinks.

44. A computer program product according to Claim 41 further comprising computer readable program code means for analyzing a plurality of stored user request records to determine web content preferences of a user.

45. A computer program product for collecting information about the preferences of web site visitors, the computer program product comprising a computer usable storage medium having computer readable program code means embodied in the medium, the computer readable program code means comprising:

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computer readable program code means for associating dynamically generated web page content with a user who requests a web page from a web server via a web client in communication with the web server.

10

46. A computer program product according to

Claim 45, wherein the computer readable program code means for associating dynamically generated web page content with a user comprises:

5 computer readable program code means for storing a record of the user request within a web server log;

computer readable program code means for generating the requested web page, wherein the generated web page includes a content object having a unique identifier associated therewith;

10 computer readable program code means for serving the generated web page to the web client; and

computer readable program code means for appending the stored record of the user request with the unique identifier associated with the content object included within the generated web page.

47. A computer program product according to Claim 45 wherein the record of the request includes information that identifies the user.

48. A computer program product according to Claim 45 wherein the computer readable program code means for generating the requested web page comprises:

5 computer readable program code means for retrieving a layout template for the requested web page, wherein the layout template defines how content objects are displayed within the requested web page;

computer readable program code means for retrieving the content object; and

10 computer readable program code means for combining the content object and the layout template to produce the requested web page.

49. A computer program product according to Claim 48 wherein the content object is selected from the

group consisting of text files, audio files, video files, image files, and hyperlinks.

50. A computer program product according to Claim 45 wherein the unique identifier associated with the content object is generated by a hashing function.

51. A computer program product according to Claim 45 further comprising computer readable program code means for analyzing a plurality of stored user request records to determine web content preferences of a user.

# SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR ASSOCIATING DYNAMICALLY GENERATED WEB PAGE CONTENT WITH WEB SITE VISITORS

## Abstract of the Disclosure

Systems, methods and computer program products are provided for associating dynamically generated web page content with a user who requests a web page from a web server. Upon receiving a user request for a web page via a web client in communication with the web server, a web server records the user request within a web server log. The requested web page is then dynamically generated using a template for the requested web page and one or more content objects having respective unique identifiers associated therewith. The stored record of the user request is then appended with each identifier for respective content objects included within the displayed web page.



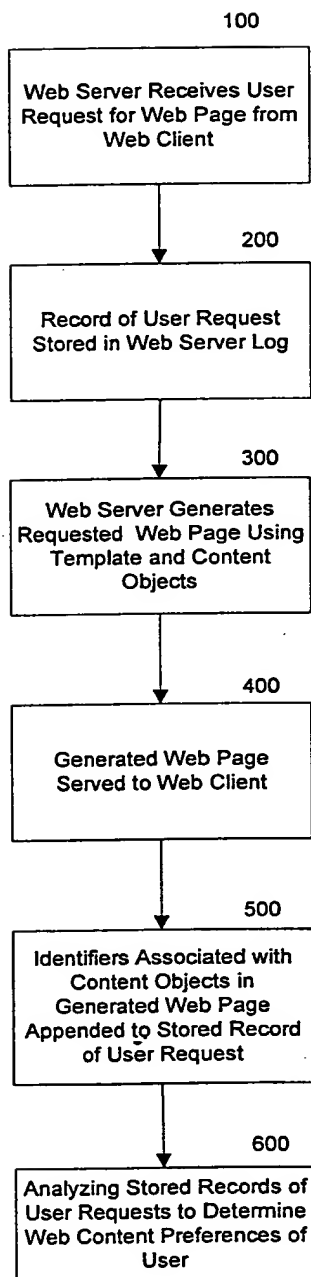


Fig. 1

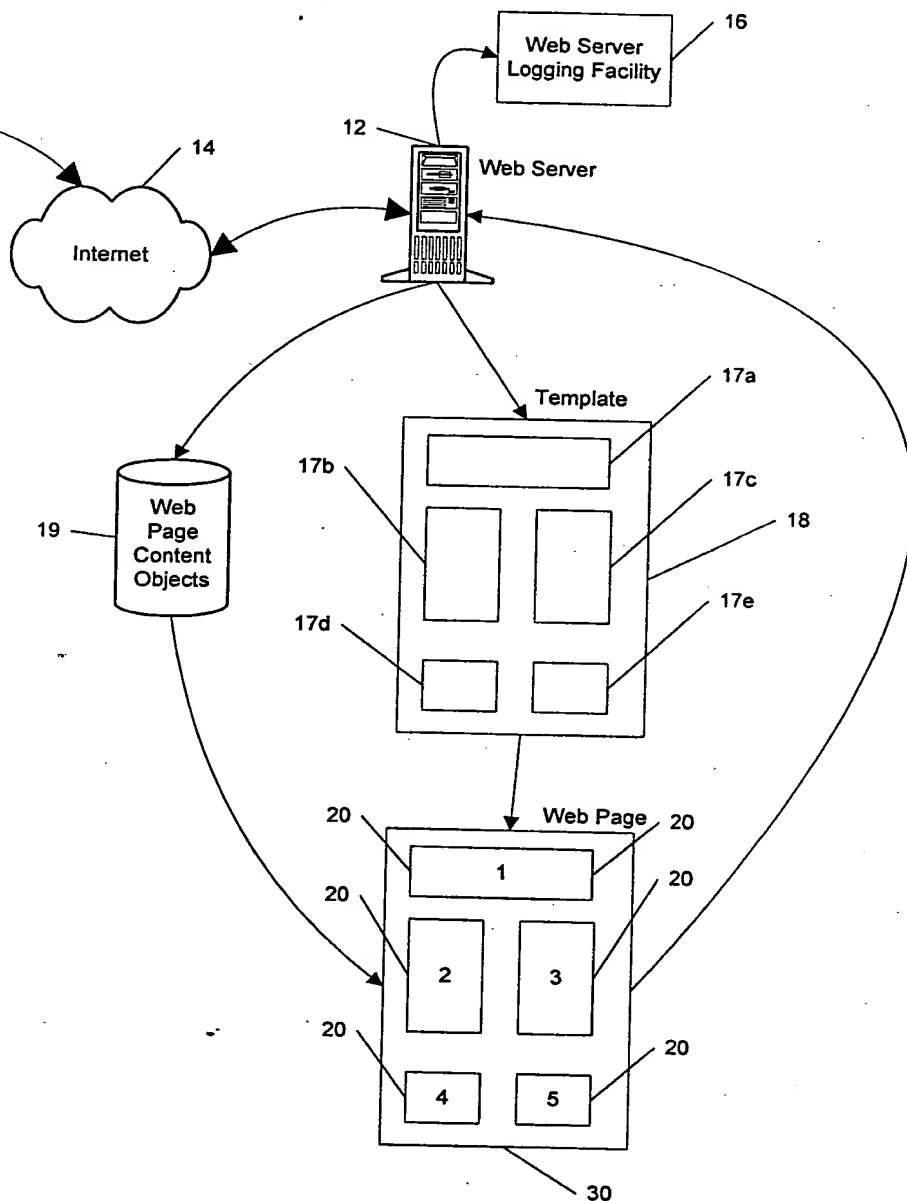
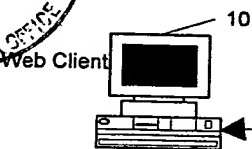


Fig. 2